

REMARKS

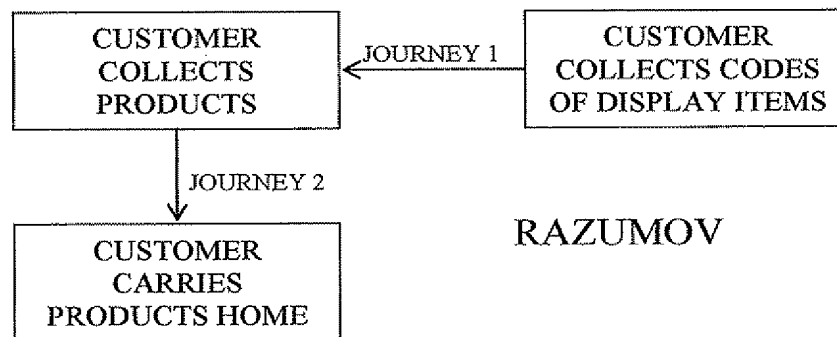
Reconsideration of the above-identified application in view of the amendments above and the remarks following is respectfully requested.

Claims 13-15 and 18 are in this case. Claims 13-15 and 18 have been rejected under § 102(b) or § 103(a). Independent claim 13 has now been amended.

§ 102(b) & § 103(a) Rejections

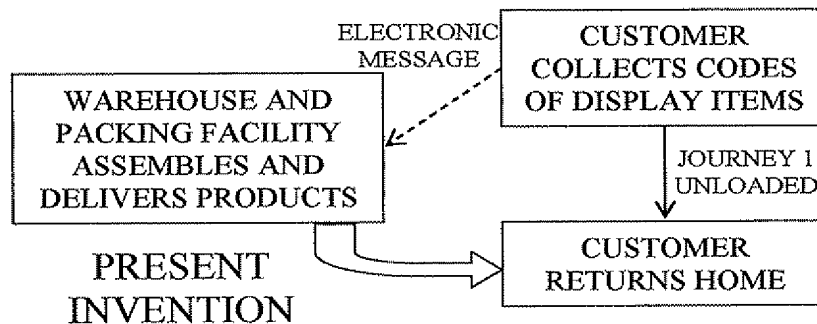
The Examiner has rejected claims 13, 14 and 18 under § 102(b) as being anticipated by Razumov (US 2002/0016742). The Examiner has also rejected claim 15 under § 103(a) as being unpatentable over Razumov in view of Official Notice. The Examiner's rejections are respectfully traversed.

By way of introduction, the Applicant wishes to point out that the method of Razumov is conceptually and practically very similar to that of the Schlamp reference previously cited. Specifically, as in Schlamp, Razumov requires the customer to assemble his or her shopping list in a first location (Retail Facility 12) and then to travel to a second location, typically another Retail Facility 12 closer to his residence, to collect the goods. This functionality may be represented graphically as follows.



As in Schlamp, the customer according to this scheme has benefited very little; he still needs to travel from the first retail facility to the designated second retail facility to collect his purchases and then lug his purchases home.

In contrast, the present invention as described at length in the previous responses provides a highly streamlined and convenient one-stop shopping experience in which the customer selects his purchases in the demo-store and then returns home unloaded. This approach to implementing a demo-store maintains the “hands-on” shopping experience without in any way burdening the customer. This functionality of the present invention may be represented graphically as follows.



Without in any way detracting from the fundamental distinction described above, the Examiner seems to find the claim language of “*delivery instructions ... indicative of a requested delivery point*” insufficient to distinguish between the choice of a retail facility as taught by Razumov and designation of an address for delivery as taught by the present invention.

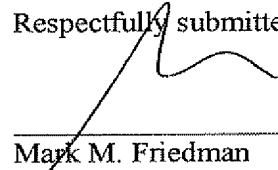
In order to expedite the prosecution, the Applicant has chosen to amend independent claim 13 in order to clarify and emphasize this distinction. Specifically, independent claim 13 has now been amended to specify that the delivery instructions are indicative of a residential location for delivery of the purchase items, thereby clearly distinguishing from the selection of a retail facility for customer pick-up as taught by Razumov.

Support for this amendment may be found in the specification as filed, for example, on page 16, lines 15-17.

Amended independent claim 13 now features language which makes it absolutely clear that the method of the present invention provides a one-stop hands-on shopping experience in which purchases are subsequently delivered directly to a residential location without need for customer collection, thereby rendering the method of the present invention an attractive alternative to the inconvenient two-stop approaches of Razumov and Schlamp. The Applicant believes that the amendment of the claims completely overcomes the Examiner's rejections on § 102(b) and § 103(a) grounds.

In view of the above amendments and arguments, it is respectfully submitted that independent claim 13, and hence also dependent claims 14, 15 and 18, are in condition for allowance. Prompt notice of allowance is respectfully and earnestly solicited.

Respectfully submitted,



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